

Communications Committee Minutes

Sept. 19, 2022

Present: Amy Haskins, chair; Rick Blum, Ann Nelson, members; Liz Deterding, board liaison; Eric Holmer, staff liaison

1. Amy called the meeting to order.
2. Liz offered devotions.
3. Minutes of the August meeting were approved.
4. Video updates - Eric
 - a. Eric thanked the committee for promoting video announcements featuring different members of the congregation and staff.
 - b. Videos of two families who joined the congregation after the Beyond campaign started will be featured in the final videos for Beyond.
 - c. Working with the Generosity Committee, Eric will be producing videos for the capital campaign.
 - d. Grant funds from the Foundation will be used to complete the new studio.
 - e. The committee discussed how the announcement videos slot into the service, with the goal to make the transitions smoother. Eric to follow up.
 - f. Riley Fink has been hired as a part-time multi-media administrator.
5. Website and social media updates – Rick
 - a. Riley may assist with social media analytics.
 - b. Facebook numbers are down but started picking up with fall programming. Instagram viewership is steady.
 - c. Bots may be artificially inflating the viewership at the Sunday 6 p.m. service.
 - d. Reliability of open rates has decreased since a new IOS began opening emails and checking for spam.
 - e. Amy asked how many Facebook pages Good Shepherd has. There is one general page and several related to specific areas of ministry, e.g., AMPED, food pantry, Little Blessings.
6. Board of Directors report – Rick and Liz
 - a. The Executive Committee of the board will be meeting with city and county officials to work out an agreement for replacing the entrance to the Verona campus. At its next meeting, the committee will discuss ways to communicate this change to the congregation.
7. Old business
 - a. Liz pointed out difficulties with the Breeze directory, specifically the inability to upload photos. Amy pointed out the lack of addresses, which staff has restricted due to privacy and security concerns. Liz will contact a Breeze representative to discuss issues brought up by the committee. A photo booth for taking photos for Breeze was held at the Madison campus. Another photo booth will be held at the Verona campus. The goal of Breeze is to connect names and faces.

- b. Strategic Planning Committee has asked for this committee's assistance in creating visual imagery and theme for communicating about the strategic plan. Several ideas were offered (threads, food, quilt). A graphic designer will be retained to develop visual imagery.
- 8. Future calendar – The next meeting will be Monday, Oct. 24. Eric will offer devotions.
- 9. Board approval requests or recommendations: None requested at this time.
- 10. Amy closed with the Lord's Prayer.

Minutes submitted by Ann Nelson.